

# HOW TO MAKE YOUR HOUSE THE CENTRAL PARKING PLACE OF ALL MOVIE FANS

with

# "CENTRAL" PARK



starring

JOAN **BLONDELL** WALLACE **FORD**

Guy Kibbee and scores of others  
**BIGGER AND BETTER THAN "UNION DEPOT"**  
**WARNER BROS. ACTION HIT NO. 14, for 1932-33**



# 'CENTRAL PARK' SHOULD CLICK HAS ALL THE B. O. ELEMENTS

## Sell "Central Park" as the Year's ALL-ACTION Picture

"Central Park" is a whale of a picture which your showmanship can make pay big dividends. It is truly a sensational picture and should be sold and exploited along sensational lines.

SELL it as an ALL-ACTION picture with something new and unexpected happening every minute.

SELL it as the THRILL-A-MINUTE PICTURE OF THE YEAR, getting over the thought that anything can happen in "Central Park" and everything does happen.

Your front should be very flashy and reflect the action and bigness of the production.

TIE UP the TITLE and THEME with "Union Depot," to show, that while the picture has the same bigness of thought behind it, "Central Park" is even more thrilling.

The TITLE offers you the opportunity to connect the picture directly with your own parks, by using copy to the effect that the same thing might have happened in your local park.

The CAST is worth a lot of attention. SELL JOAN BLONDELL, WALLACE FORD, and GUY KIBBEE, BIG.

### CAST OF CHARACTERS

Dot.....	Joan Blondell
Rick.....	Wallace Ford
Charley.....	Guy Kibbee
Eby.....	Henry B. Walthall
Vivian.....	Patricia Ellis
Luke.....	Charles Sellon
Sergeant Riley.....	Spencer Charters
Smiley.....	John Wray
Nick.....	Harold Huber
Chairman of Casino Ball.....	Holmes Herbert
Police Lieut.....	DeWitt Jennings
Tony.....	Henry Armetta
Captain of Detectives.....	Willard Robertson
Police Captain.....	Harry Holman
Hymie.....	William Pawley
Barney.....	Wade Boteler
Police Commissioner.....	Edward LeSaint
Oscar.....	Irving Bacon
Spud.....	George Collins

### THEIR RECENT FILMS

**JOAN BLONDELL** — "Union Depot," "Blonde Crazy," "Three On A Match," "Miss Pinkerton," "Big City Blues."

**WALLACE FORD** — "Possessed," "The Wet Parade," "Freaks," "Hypnotized."

**GUY KIBBEE** — "Union Depot," "Winner Take All," "The Dark Horse," "The Crooner," "Scarlet Dawn."

**PATRICIA ELLIS** — "Three On A Match," "On stage," "The Royal Family," "Once in a Lifetime," "Elizabeth, the Queen."

**HENRY B. WALTHALL** — "The Cabin in the Cotton," "Ride Him, Cowboy," "The Strange Interlude," "Police Court," "The Bridge of San Luis Rey."

**CHARLES SELLON** — "The Dark Horse," "Ride Him, Cowboy," "I Am a Fugitive from a Chain Gang."

**SPENCER CHARTERS** — "Jewel Robbery," "I Am a Fugitive from a Chain Gang," "The Tenderfoot," "The Heart of New York," "Union Depot."

**JOHN WRAY** — "Doctor X," "I Am a Fugitive from a Chain Gang," "Two Seconds," "The Mouthpiece," "High Pressure," "Safe in Hell."

### PRODUCTION STAFF

Story by.....	Ward Morehouse
Adaptation by.....	Ward Morehouse and Earl Baldwin
Directed by.....	John Adolfi
Photography by.....	Sid Hickox
Film Editor.....	Bert Levy
Art Director.....	Anton Grot

LENGTH . . . . . 5390 feet    TIME . . . . . 58 minutes



JOAN BLONDELL  
Cut No. 4    Cut 30c    Mat 10c

### THE STORY

Rick, a Western boy, is stranded in New York City when a rodeo show with which he has been traveling goes on the rocks. In Central Park he strikes up a friendship with Dot, a small town girl who had come to the city to try to break into the show business. They are both hunting jobs, but make an engagement to meet later.

Two crooks, in the guise of detectives, pick up Dot and enlist her services to assist them in foiling an alleged plot to rob the Central Park Casino of the proceeds of a charity event which is being held there that night. She is persuaded to take the place of a girl chosen by judges to unlock the receipt box with a golden key and turn the money over to bank messengers.

The crooks see her talking to Rick and fearing he will interfere, kidnap him and lock him in a house with a guard. He lassoes his guard with a window rope and escapes.

Dot, in the meantime, opens the money box and turns over the contents to two men dressed as bank messengers, the real messengers having been waylaid and trussed up by the crooks.

Rick, on his escape, rushes to the Casino, to prevent the hold-up. The crooks, seeing Rick with an officer, open fire and wound the policeman. At this moment a lion breaks into the Casino and causes a panic. The crooks grab the money and escape in an armored car.

A riot call is sent in and the park is surrounded. The crooks dash from one park exit to another, only to find their way blocked. The car finally overturns, but the chief crook picks up the money bag and flees.

Charley, a half blind policeman, who has been suspended because he had failed to apprehend an escaped lunatic whose assault on one of the keepers had led to the escape of the lion, hears the crook and starts in pursuit, thinking he is the madman. He is mortally injured in a battle with the robber, but Rick, who has been pursuing in another car, comes up just in time to knock out the robber and grab the money.

Police officers rush up as Rick has picked up the money and arrest him as one of the band. Dot also has been arrested as an impostor.

Before he dies, Charley tells the officers that Rick had come to his assistance and was not a member of the gang. Both he and Dot are released. They decide to head for Rick's ranch in the West.

### Official Billing

First National Pictures, Inc. & The Vitaphone Corp. 25%	
presents	
"CENTRAL PARK" 100%	
with	
Joan Blondell	75%
Wallace Ford	75%
Guy Kibbee	50%
Directed by John Adolfi	20%
A First National and Vitaphone Picture	40%

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your 1st story

Nationally Known N.Y. Park  
Locale For "Central Park"

"Central Park," a First National picture, featuring Joan Blondell and Wallace Ford, has been scheduled as the coming attraction at the Theatre next.

It is unique in that it catches a cross section of the variegated life that pulses daily through New York City's great playground. It has caught the spirit and the vivid coloring of its cosmopolitan life and emblazoned it on the screen in a glowing romance.

Central park has buried in its bosom more secret romances, more hidden tragedies, probably than any spot in the world. They are of daily occurrence. Ward Morehouse, famous New York dramatic critic and columnist, who has watched the flow of life through its gates year after year, has chosen to set forth one of its most thrilling love affairs, one that comes so near to tragedy.

There is a bigness in the production, with its panoramic view of passing events, comparable only with that of "Union Depot," "Grand Hotel" and "Life Begins." Like these pictures the entire action takes place in a single central location, and all within the space of twenty four hours.

It takes a boy and girl, broke, naked, hungry, and weaves about

and of crooks, p... outcasts and wealthy merrymakers, that make up an ordinary lifetime of stirring events.

Its breath taking thrills are said to include a battle with an escaped lion, a hunt for a lunatic keeper, a thief chase, a kidnaping, a shooting and other exciting incidents.

Joan Blondell and Wallace Ford have been teamed together for the

your 2nd story

"Central Park" Shows  
New Screen Team In  
Blondell and Ford

A new motion picture team comes to the screen with Joan Blondell and Wallace Ford as the featured players of an unusually strong cast in the First National picture, "Central Park," which opens at the Theatre on

No more ideal characters could have been selected to play together in the leading roles of this picture, which is packed with thrills and romantic interest. Both Miss Blondell and Mr. Ford, in their days of trouping have undergone the exact experiences of the characters they represent. That is, both have been stranded and broke in their varied careers before they attained to substantial success, just as it happens to the boy and girl in the picture.

Others in the cast include such sterling names as Guy Kibbee, Patricia Ellis, Henry B. Walthall, Charles Sellon, Spencer Charters, John Wray, Harold Huber, De Witt Jennings, Holmes Herbert, Henry Armetta and Willard Robertson.

The story all takes place in New York's great playground from which the picture title is taken, and was written by the famous New York dramatist, Ward Morehouse, who also wrote "Big City Blues." It was adapted by Mr. Morehouse and Earl Baldwin and directed by John Adolfi.

first time, in roles for which they are unusually well fitted, having lived the parts, in reality. For both, in their years of touring with road shows, have been stranded, and left penniless and alone. No one could sympathize with the characters they portray better than they.

Other important players in the cast include Guy Kibbee, Henry B. Walthall, Patricia Ellis, Charles Sellon, Spencer Charters, Harold Huber, John Wray, De Witt Jennings and Holmes Herbert.

The scenes, for the most part, were taken on the ground which they represent, a company having been sent to New York for that purpose. The scenes in which the lion appears, however, were taken on the Warner Bros. Ranch in North Hollywood, where a section of the Park was reproduced for picture purposes. This was made necessary because the lion was required to run wild through the scene and with the throngs of people passing in and out of the New York park, it would have been utter folly to release a half-tamed lion that might revert to type at any moment.

Earl Baldwin, also familiar with his Central Park, collaborated with

directed by

your 3rd story

All "Central Park"  
Action Takes Place  
Within Single Day

Like "Union Depot," "Grand Hotel" and "Life Begins," all of the action of the First National picture "Central Park," scheduled to open at the Theatre next, takes place in one central location. The place, as the title indicates, is the great playground situated in the heart of New York City.

All of its thrilling drama, its exciting scenes, its comedy and its romance, take place also in twenty-four hours. It begins with the meeting of a boy and girl, broke and stranded and hungry, on a bench in a shaded nook in the park. It carries the spectator to an exciting episode at a hot dog stand, through the zoo from which a ferocious lion escapes, to the famous park Casino, and through the roadways and bypaths in a mad thief chase.

Joan Blondell and Wallace Ford head an unusually strong cast of players which includes Guy Kibbee, Patricia Ellis, Henry B. Walthall, Charles Sellon, Spencer Charters, John Wray and Harold Huber.

The story was written by the famous Broadway dramatic critic and columnist, Ward Morehouse, who has spent years in and around Central Park. He has hit upon a romantic phase of park life with which the famous playground is teeming. His story picturizes with thrilling intensity the heart throb of life that daily surges through its confines.

The screen play was handled by Mr. Morehouse and Earl Baldwin and directed by John Adolfi.



Wallace Ford and Joan Blondell in "Central Park," the new First National picture, which, according to reports will offer a novel idea in movie drama. Guy Kibbee will also be seen in the cast of the film, scheduled to open at the Theatre on

Cut No. 5 Cut 30c Mat 10c

your 4th story

Lots Of Excitement  
In "Central Park"

A man's battle for life with an enraged lion in its cage, a panic on a ballroom floor when the ferocious beast leaps into the midst of the dancers, a chase for the escaped animal in the darkness of a park forest, are among the exciting incidents said to make "Central Park," a First National picture, coming to the Theatre on

Two animals from the Selig Zoo were used for the scenes in the picture which features Joan Blondell and Wallace Ford, one Jackie, an intelligent and tractable lion that could be depended on to follow directions, and the other Tamar, a ferocious beast that had to be watched by its keepers every second lest it tear one of the players with its great claws.

The lion sequence not only carries a thrill but is an important development in the highly romantic plot in which a boy and girl, stranded and broke in the big city, accidentally meet and become sweethearts. The story is one of the many life romances that are born in Central Park, New York, and which Ward Morehouse, Broadway columnist, has seized upon to weave a thoroughly modern and entertaining drama.

The screen play was adapted by Mr. Morehouse, himself, and Earl Baldwin. There is a strong supporting cast which includes Guy Kibbee, Patricia Ellis, Henry B. Walthall and Charles Sellon. It was directed by John Adolfi.

your 5th story

Why a Tiny Cut Kept  
Joan Blondell From  
Continuing Work

A company of players, to say nothing of a temperamental lion, who lashed its tail impatiently, was kept waiting for more than an hour because Joan Blondell cut her finger. It was during the taking of a scene in "Central Park," the First National picture which opens at the Theatre next

It was just a tiny cut, but Malvin Koontz, the lion trainer, noticed Miss Blondell had her hand wrapped in a handkerchief as she was about to enter a wire enclosure in which she was to take part in an act with a lion. Discovering that the finger was bleeding, he immediately sent

your 6th story

"Central Park" Has  
Costly Background

"Central Park," the First National picture, featuring Joan Blondell and Wallace Ford, which comes to the Theatre on

has what is probably the most costly natural background, as well as a beautiful and romantic one, of any picture produced. That is the great playground of the New York metropolis, which lies in the very heart of Manhattan Island, where ground is valued at thousands of dollars the front foot. The original cost of the 843 acres, when the park was laid out in 1857, was but \$25,000,000, but now the ground alone, exclusive of its many buildings, museums, its water works and its zoo, as well as the costly relics, is estimated at several billion dollars. It is an ironical fact that the original purchase price of the entire island of Manhattan was but \$24, a case of liquor and some beads. For this price the Manhattan Indians gave up their hunting grounds to the Dutch.

The park is as beautiful and romantic as it is costly, a meeting place for lovers, for rich and poor, for crooks and honest folk. It is with one of these romances, one that is a near tragedy, with which Ward Morehouse, New York columnist, is concerned in his story, which he has written with the understanding of one who has lived and worked in and around the park for many years.

There is a strong supporting cast which includes Guy Kibbee, Patricia Ellis, Henry B. Walthall, Charles Sellon, Spencer Charters, Harold Huber, John Wray, De Witt Jennings and Holmes Herbert. The picture was adapted by Mr. Morehouse and Earl Baldwin and directed by John Adolfi.

her to the first aid station for an air-tight collodion bandage.

Ordinarily no attention is paid to small cuts, but Tamar, a savage lion from the Selig Zoo, becomes unmanageable at the smell of blood, according to his keeper.

The lion scene is but one of a score of thrilling incidents in the picture which is a modern romance set in the background of New York's famous playground. It was written by Ward Morehouse, Broadway columnist, and celebrated dramatic critic, and adapted for the screen by Mr. Morehouse and Earl Baldwin.

There is an unusually strong cast which includes besides Miss Blondell and Mr. Ford, Guy Kibbee, Patricia Ellis, Henry B. Walthall, Charles Sellon, Spencer Charters, Harold Huber, John Wray, Holmes Herbert and De Witt Jennings. It was directed by John Adolfi.



Review

“Central Park” Is Exciting  
Punch-Packed Screen Fare

Something different from the average spectacular motion picture is “Central Park,” the First National production with Joan Blondell and Wallace Ford in the leading roles, which opened yesterday at the Theatre for an extended run.

It is a one location picture with all the action taking place within a single day within the confines of Central Park, one of New York's most beautiful natural spots.

The picture has a depth of heart appeal and a bigness in its panoramic sweep, that is comparable only



GUY KIBBEE in  
“CENTRAL PARK”  
Cut No. 7  
Cut 15c Mat 5c

to such pictures as “Union Depot” or “Grand Hotel.” It is a big picture — one that only a man with the ability of Ward Morehouse, famous columnist, could have written and given it the wide scope it has.

In newspaper parlance, it is a human interest story, treating with a boy and a girl, hungry and alone in a park — New York's justly famous Central Park. They meet, possibly by chance, possibly by the guiding rein of that destiny which everyone likes to think controls them. And from that meeting grows a series of events as colorful and as exciting as you have seen upon the screen in a year.

Events full of thrills, comedy, suspense, novelty and pathos, and with an edge of tragedy, too, run like a skein through the warp and woof of it. You'll see Central Park as it is today — perhaps even New York as it is today — perhaps something even of the nation, if you look

deep enough — in this bit of flotsam thrown off from the sweeping tide of a great city's life to rest for a moment in the action of a few persons in a park.

Vice is there, the fierce surging of the underworld against the world that lives and moves above it; but, as always, the very innocence of the two waifs protects them.

One of the most interesting and amazing sequences in the picture is that showing a lion loose in the crowded park. That sequence alone makes the picture worthy of special mention.

Joan Blondell, who always gives a fine performance, and who has been getting better and better roles, again performs in fine style. As a stranded chorus girl, who innocently gets mixed up with some stick-up artists, she gives a convincing portrayal. Wallace Ford, who handles the male lead opposite Joan Blondell, plays his part as the other homeless, friendless waif adrift in the city's big park, with great capability.

Excellent support is loaned the leads by the work of Guy Kibbee as the nearly blind policeman whose tragedy and final vindication is movingly pathetic; by Patricia Ellis and Henry B. Walthall, Charles Sellon, Spencer Charters, Harold Huber, John Wray and others. The direction is by John Adolfi from a screen play by Ward Morehouse and Earl Baldwin.

By all means see this latest hit from the Warner Bros.-First National studios.

Opening Day Story

“Central Park” Opens  
At Theatre Today

Scenes and events with which you are the most familiar, often hold the greatest surprises, as will be seen in the First National picture, “Central Park,” by Ward Morehouse, featuring Joan Blondell and Wallace Ford, which comes to the Theatre today.

“Central Park” was conceived and executed as the story of what might occur in any public park, but which happened to take place in Central Park, New York. But Central Park has always been there. People have been walking and riding and trotting in it for generations. People have been buying hot dogs in it, taking their children to play in it, ever since any one can remember.

It's just a park set down in the middle of a teeming metropolis, but a park where wealthy society folk rub elbows with the poor and down-and-out in an ever passing current.

Ward Morehouse, the Broadway columnist and Dramatic Critic, and author of “Big City Blues,” has spent a lot of time in Central Park in the course of his newspaper duties. He has covered the police station, has learned the inside details on many tragedies and romances. He has seen boys and girls, strangers in New York, who have wandered to the edge of the lake in the park, ready to end it all. He has talked with the cops on duty—has known many of them by their first name, and he has found Central Park a veritable fountain of human interest stories.

In preparing his story for the movies, he took two waifs, a boy and girl, hungry, alone in the big city, adrift in Central Park, and

made them the central characters of “Central Park.” Around these two he has woven about as exciting and as touching a story as the screen has made in many a moon. It is a story that in the main is based upon actual experiences that Morehouse has known about.

“Central Park” is what might be called in newspaper parlance a “human interest” story. It's just what might happen to you or your neighbor or your friends in a big city's park almost any day in the week — which probably is happening to people just like you in many a big city park every day when they have eyes to see it.

It has a bigness in its panoramic sweep, in its cross section on life, in the variety of characters it portrays that is comparable to a “Union Depot” or a “Grand Hotel.”

Earl Baldwin collaborated with Mr. Morehouse on the screen play. There is a strong cast which includes besides Miss Blondell and Mr. Ford, Patricia Ellis, Henry B. Walthall, Charles Sellon, Spencer Charters, Harold Huber, John Wray, Holmes Herbert, De Witt Jennings, Henry Armetta. It was directed by John Adolfi.

New Vitaphone Shorts  
Suggested for Your Bill

REL.	TITLE
12/3/32	No. 4 Old Time Sport Thrills (Vitaphone Sport Thrills Series)
12/10/32	Three's A Crowd (Merrie Melodies Series)
12/3/32	The Red Shadow (Broadway Brevities Series)



GUY KIBBEE as “Charley the Cop” in “Central Park,” the new First National drama starring Joan Blondell, now on view at the Strand.  
Cut No. 3 Cut 15c Mat 5c

1st day of run  
“Bad Actor” Doubled  
For Too Tame Lion  
In “Central Park”

Lions that work in motion pictures have their doubles, even as human actors. But it would take a person familiar with lions, as well as a keen observer, to note when such doubling takes place in “Central Park,” a First National picture featuring Joan Blondell and Wallace Ford, which is now showing at the Theatre.

Jackie, a Selig Zoo lion, does most of the skillful work. But Jackie is so tame he just couldn't act ferocious for a scene in which a lion

Central Park. The dancers in the scene were Tamar, a “bad” actor, who was tutored for this particular scene.

Tamar could only be trusted to rush from one cage to another, but he does it in such a ferocious manner that a real panic occurred during the taking of the scene.

“Central Park” is a dramatic thriller with its background the famous New York playground. It is spiced with delightful romance and many humorous incidents. There is a strong supporting cast which includes among others, Guy Kibbee, Patricia Ellis, Henry B. Walthall, Charles Sellon, Spencer Charters, John Wray and Holmes Herbert.

The screen play was adapted by Ward Morehouse and Earl Baldwin from a story by Mr. Morehouse, the famous New York columnist. It was directed by John Adolfi.

2nd day of run  
A Lion Forgot His Act;  
Wally Ford Was Goat

When a lion knocks a man down, it isn't exactly an everyday occurrence, but when a man knocks down a lion—well, that's news and that's exactly what Wallace Ford did in a scene from “Central Park,” now showing at the Theatre, in which he is co-featured with Joan Blondell. In the scene a lion leaps onto the ball room floor of the Central Park Casino and scatters the dancers in every direction. The lion used had been trained to rush from a cage at one end of the wired enclosure into another at the other end. The dancers fled through doors as the lion approached and then circled in behind him. In making a retake the lion elected to return to his original cage after having crossed the floor. The dancers fled in a panic; Wally, however, lost his balance and teetered on his toes just long enough for the lion to plunge into him. The lion also lost his footing on the slippery floor and both crashed. Fortunately the lion was as frightened as Wally and he escaped with a bump. But the cameraman got the scene.

3rd day of run  
Forest Scene Erected  
By Movie Studio  
For “Central Park”

Motion picture requirements make some strange demands upon the studio “prop” man, as is evidenced in “Central Park,” a First National picture featuring Joan Blondell and Wallace Ford, which is now showing on the screen of the Theatre.

While many of the scenes for this picture were taken in the famous New York playground, those in which a lion gets loose, had to be made at the studio, inasmuch as the police regulations of New York forbid the release of a lion. There are plenty of trees on the Warner Bros. Hollywood lot, but they had to be arranged to duplicate a section of the park.

Dead trees could not be used as the leaves wither too soon. So the prop department got the order to build a forest. The prop men were equal to the occasion and a small forest sprang up over night.

“Central Park” is a highly dramatic story filled with thrills, including the escape of a lion. It was written by the New York columnist, Ward Morehouse, and adapted for the screen by Mr. Morehouse and Earl Baldwin. There is an exceptional cast of players which includes besides Miss Blondell and Mr. Ford, such players as Guy Kibbee, Patricia Ellis, Henry B. Walthall and Charles Sellon. It was directed by John Adolfi.



JOAN BLONDELL  
Cut No. 1 Cut 15c Mat 5c

4th day of run  
“Central Park” Star  
Had Humble Start

Movie stars are often believed to be “highbrow”, but Joan Blondell and Wallace Ford, featured in “Central Park,” the First National picture now showing at the Theatre, both had humble beginnings and are proud of the fact.

In the play Miss Blondell takes the part of a stranded actress. Many times she herself has been left flat by road shows going “busted,” she declares. Her parents were vaudeville troupers and she was practically born on the stage. She spent many years in touring the country with good and bad luck before she rose to important picture roles.

Wally Ford began his career as an orphan in London. He was apprenticed to a Canadian wheat farmer but ran away to join a stock company. After years of barnstorming he finally won recognition as one of the finest screen players.

“Central Park” is a delightful romance of a boy and girl, both broke, who meet on a park bench. Their thrilling adventures in the big city form a glowing romance of modern times. The story was written by Ward Morehouse, the Broadway columnist.



# SHORTS • BIOGRAPHIES

## Advance Shorts

*The ten shorts in this section have been so written that they can be easily cut to fit any space requirement.*

### Studio's Dishes Broken When Lion Runs Amuck

The bull in the China shop had nothing on Tamar, a Selig zoo lion, that went on a rampage in a scene for "Central Park," a story by Ward Morehouse and featuring Joan Blondell and Wallace Ford, which comes to the Theatre on . . . . . The scene takes place in a replica of the famous N. Y. Central Park Casino, which was built at the Warner Bros.-First National studios in North Hollywood. Tamar, a savage beast, was trained to rush from one cage across a floor to another while diner-dancers fled before him. He became confused by the noise and lights however, and forgot his cage. He went barging about the dining room knocking over a dozen tables loaded with china and glassware. He repeated his performance in three out of five retakes and the "Prop" room was completely depleted of china-ware. The picture was directed by John Adolfi.

### Being Kissed By Lion Run To Wally Ford

Kissing a lion is not his favorite indoor sport, according to Wallace Ford, yet he was forced to accept the ardent caresses of the King of Beasts in a scene for "Central Park," a First National picture which comes to the Theatre on . . . . .

A ferocious lion is used in the picture, but in one particular sequence Wally has to look the lion square in the eye at close range. Not wishing to be accused of cruelty to humans, Warner Bros. substituted a gentler beast.

Jackie the lion used, was feeling both playful and affectionate, so when Wally looked him in the eye, he licked his face. Having been warned that lions object strenuously to sudden repulsions, Wally had to grin and bear it until the trainer dragged Jackie off the set.

"It's bad enough to be kissed by a lion at any time," said Wally, "but when they have halitosis, deliver me from the lion's den."

### Patricia Ellis An Ardent Student Of Screen Craft

Patricia Ellis, who has just turned seventeen and recently completed work on her second motion picture production, "Central Park," coming to the Theatre, is the most ardent student of screen craft on the First National lot. When not actually working in a picture herself, she spends all the working hours on the various stages, watching and studying the work of other players.

"You see," she explained, "I was practically brought up on the stage, and know something about stage-craft, but pictures are something else again. I've got to learn, and I am trying to perfect myself in the technique as fast as possible. And the best way to learn is to watch the work being done and ask questions."

### Wally Ford Does Some Reckless Auto Driving In His Latest Picture

Wallace Ford did some daredevil driving in "Central Park," a First National picture which will be shown at the Theatre next . . . . ., that might easily have resulted seriously had it not been for the fact that he has driven on the race track, and is an expert at the wheel. The scene calls for Wally to chase an armored car loaded with fleeing crooks through the tortuous path of the park. Wally drove at a mile-a-minute pace, skidding round curves on two wheels. But the most dangerous part of all is when he is forced to pull up short at the top of a twenty foot cliff, over which the crooks crash. He stopped within a foot of the edge.

### Joan Blondell Plays Page From Own Life In 'Central Park' Film

Joan Blondell plays a counterpart of her own life in "Central Park," a First National picture by Ward Morehouse coming to the Theatre on . . . . . The picture role calls for a girl who is an actress, broke and out of a job in the big city; Miss Blondell, a daughter of professional parents, trouped since she was a child. She often experienced hard times when shows she was with flopped and she found herself broke. Consequently the part was an old experience to her.

## Current Shorts

### Joan Blondell Uses Brunette Make-up

Contrary to every known canon of facial make up, Joan Blondell, who is featured with Wallace Ford in "Central Park," a First National picture, now showing at the Theatre, uses a light powder and powder foundation.

Although Miss Blondell has blue eyes and blonde hair, her skin is darker than that of the average brunette, and when tanned by the sun, she has the hue of a South Sea Island lassie. Consequently, she uses a powder that will lighten rather than darken her features, contrary to the ordinary usage for the screen.

### Movie Studio Shows Swanky N. Y. Casino In 'Central Park' Film

The swanky Central Park Casino, in New York, famously known as ex-Mayor Jimmy Walker's personal night club, comes in for a thrilling raid that was not staged by prohibition agents, in a scene of "Central Park," a First National picture featuring Joan Blondell and Wallace Ford, which is now playing at the Theatre.

The club has been the rendezvous of New York's smart set and the former mayor was accustomed to drop in almost nightly. In the picture, a zoo lion decided this swanky Casino was not democratic enough and leaped into the dining room for a meal, much to the consternation of the diner-dancers. This scene with the lion is one of the many thrilling episodes in "Central Park."

### Guy Kibbee Has Twice Played Cop Roles In Morehouse Stories

Guy Kibbee, who is a policeman in two of Ward Morehouse's stories, "Big City Blues" and "Central Park," picturized by Warner Bros.-First National, is the perfect ideal of a New York cop, according to that famous dramatist. That is, big, brave and handsome. That he is also an honest cop is attested by his own account of how he acquired a big bump on his forehead during the filming of "Central Park," which is now showing at the Theatre.

"It was during a scene in which a lion plays a part," said Kibbee. "The lion became unmanageable and leaped over a wire net out onto the open studio floor. The trainer yelled for everyone to stand still. And it was while I was standing still that I was hit on the head by the exit."

Joan Blondell and Wallace Ford have the featured roles in this thrilling romance which was directed by John Adolfi.

### Joan Blondell Was Born Opposite Spot Shown In Her Newest Picture

During the production of "Central Park," the First National picture now showing at the Theatre, Joan Blondell worked in Hollywood on the very spot in which she was born in New York. Sounds like movie magic which it is in a way. Joan was born at 96th Street and Central Park West, which is directly opposite the park. While most of the scenes for the picture were taken in New York, some were made at the Warner Bros.-First National studios in North Hollywood. For the studio made scenes a portion of the park was reproduced on the stage. This happened to be the part of the park opposite the apartment where Joan was born.

### Chas. Sellon Emulates Daniel In Lion's Den In 'Central Park' Scene

Charles Sellon admits that Daniel had it all over him with his hypnotic eye. In "Central Park," a First National picture now playing at the Theatre, it is Sellon's role to be hurled into a cage with a lion by a maniacal keeper. The lion used, Jackie, is playful and carried out his part to perfection, which is to maul Sellon about. Sellon opined that his hair was turning gray before the keepers dragged the lion away. Joan Blondell and Wallace Ford take the leading roles in the screen play by Ward Morehouse and Earl Baldwin. The picture was directed by John Adolfi.

## PROGRAM NOTES

### PERHAPS YOU HAVEN'T HEARD THAT —

Joe E. Brown drives the longest car in Hollywood.

Ruth Chatterton lives at the studio while making a picture.

Joan Blondell, who is starred in "Central Park" is so generous when her friends are in need that her family often steps in to advise her not to be too open-handed.

Kay Francis, known as one of the best-dressed women in Hollywood, doesn't like that reputation at all and tries to discourage it, but she still is.

John Adolfi, who directed "Central Park," eats raw beef so he can wrestle better.

Guy Kibbee, who plays a "cop" in his latest film, "Central Park," is a "ringer" for Governor Rolph of California in his photos.

## Biographies in Brief

### Joan Blondell

Joan Blondell was born at 96th Street and Central Park West, at two minutes to midnight. Twenty-two years later, she played in "Central Park," within a stone's throw of her birthplace. But between those two events she has crammed in a lot of what is known as living. Carried onto the stage in baby roles, she trouped most of her young life, when she was not in school, with her father and mother, the family comprising the famous vaudeville troupe, "The Blondells." She is said to be a direct descendant of the Blondell who accompanied Richard the Lion Hearted on the Crusades. With James Cagney she first came into prominent notice in "Maggie The Magnificent." She is an all-round swimmer and the graduate of several schools, including John Murray Anderson's school of the theatre in New York and the College of Industrial Arts. Her motion pictures include "Union Depot," "Blonde Crazy," "Miss Pinkerton," "Big City Blues," "Three On A Match," "Central Park."

### Wallace Ford

Not far from where Charles Chaplin played as a ragged urchin in the streets of London, a foundling was left with the Dr. Bernardo orphanage. He was Wallace Ford, Irish, blue-eyed, and today one of the best young actors in Hollywood. He was sent off to Manitoba, Canada, when he was eleven, to be apprenticed to and adopted by a wheat farmer. But he ran away, to join Theodore Roberts stock company in Winnipeg. When he wasn't playing a boy's part with the company, he shined shoes, or washed dishes or ran errands for his meals and keep. Since then he has been with boat shows, with repertory shows, he was a singer in a saloon in St. Joe, he has been a hooper, a ham actor, he has done juveniles and characters. His pictures include "Possessed," "The Wet Parade," "Freaks," "Hypnotized," "Central Park."

### Guy Kibbee

Born March 6, 1886, in El Paso, Texas, Guy Kibbee is 5 feet 10 inches tall and weighs 200 pounds. He gives his nationality as "a jovial Texan." His eyes are grey, but the color of his hair is difficult to determine, for he has none. His first stage role, in which he played the juvenile lead, was "The Convict's Daughter," his last was in "The Torch Song," in which he made such a hit on Broadway that he was brought to Hollywood for a part in the William Powell picture, "Man of the World." He has been here ever since, and in a year and a half has played over thirty screen roles, including "Union Depot," "Winner Take All," "The Dark Horse," "The Crooner," "Scarlet Dawn," "Central Park."

### Patricia Ellis

A young miss of seventeen summers, Patricia Ellis has a stage background older in years than herself. Her father is Alexander Leftwich, New York theatrical producer of many musical comedy hits. Patricia toddled onto the stage at an early age to watch her father, and later, during school vacations won important ingenue roles in stock companies in New York City. She is blonde, with light brown hair and blue eyes, is tall and slender — five feet six inches in height — and weighs 115 pounds. Her stage roles include "The Royal Family," "Once In A Lifetime" and "Elizabeth The Queen." She had an important role on the screen in "Three On A Match," and will be seen for the second time on the screen in "Central Park."



# INTEREST-BUILDING FEATURES!

## Advance Feature

### Screen Achieves Realism With Players Who Have Lived Story

**Joan Blondell, Heroine of "Central Park," Was Born Opposite Park and Has Known Privation**

A world over-supply of actors and actresses has brought pictures to the point where, with the help of a little imagination, you can be pretty sure the players you see have at least approximated the experience they live in the screen story which unrolls before you.

So when First National made "Central Park," the picture

#### SPECIAL PUBLICITY ART



**JOAN BLONDELL, First National's vivacious star of the Theatre's current hit, "Central Park." Wallace Ford and Guy Kibbee, are seen in supporting roles in the film by Ward Morehouse, noted New York columnist.**

Cut No. 9 Cut 30c Mat 10c

coming to the Theatre on ..... and looked about for a girl who could portray convincingly the role of a girl hungry and friendless in a big city's amusement square, they thought first of Joan Blondell.

Joan has had enough adventures in her short twenty-two years to last most people a lifetime. Being hungry and alone in a park just doesn't begin to tell her story.

She has spent every one of her twenty-two birthdays in a different city—including such unrelated spots as New York City, Berlin, Germany, Vancouver, B. C., London, England, Paris, France, Christchurch, New Zealand and Rockaway Beach, Long Island.

#### Playing at Her Birthplace

She was born at 96th Street and Central Park West, at two minutes to midnight. Twenty-two years later, she was playing in her latest motion picture production not three hundred feet from her birthplace. Between those two events, however, she had managed to cram in a lot of what is known as living. The daughter of Edward Blondell, of The Blondells, vaudeville troupers, who trace their beginnings to the Blondell who went with Richard Coeur de Lion to the Crusades, she began her theatrical career in her youngest years, and often represented an illegitimate child before she could know the meaning of that word—or any other.

She has been a precocious stage youngster, a schoolgirl, a ribbon clerk, a circulating library helper, a circus hand, a chorine, and is at present one of the best known cinema actresses in the world. She has lived on the bounty of the land, when her family were in luck, and when they weren't, she has starved

with them until even the thought of food made her go weak all over. She has called hansom cabs and swanky taxis just for rides around the corner to a restaurant, and she has walked the pavement of the metropolis until her feet and the sidewalk between them had beaten her shoes to a pulp, looking for a job.

#### Pokes Her Memory

In "Central Park," playing with Wally Ford, she is one of two waifs who forage for food in New York's big park, and who connect, finally, with a flourishing hot dog stand. Joan says the part was just too easy.

"All I had to do was poke my memory a little," she said. "The rest just came."

But, just as in the picture, she enjoyed the transition from dire want to comparative abundance.

"Father didn't like to keep money when we made it," said Joan, "so we generally spent it on a swell apartment or hotel suite."

So Joan Blondell is quite familiar with that part of the picture which calls for a stranded actress who is doing some enforced dieting. She played it in real life before the moviemakers even thought of it.

The picture is a modern romance which starts in the big city park, and blossoms in twenty-four hours of the most thrilling and exciting episodes imaginable, including a panic started by an escaped lion. It is taken from the story by Ward Morehouse, the Broadway columnist and adapted by Mr. Morehouse and Earl Baldwin.

Besides the peppy Joan Blondell and Wallace Ford, there is an excellent supporting cast which includes Guy Kibbee, Patricia Ellis, Henry B. Walthall, Tully Marshall, Spencer Charters, Holmes Herbert and DeWitt Jennings. It was directed by John Adolfi.

## Advance Feature

### Wallace Ford Finds Movies "Soft" After Stage Grind

"Pictures are soft!"

The verdict expressed above, in no mistakeable terms, is that of Wallace Ford, the sandy-haired and freckled young actor who was chosen to play opposite Joan Blondell in "Central Park," a First National picture, which will open at the Theatre on .....

He was chosen after most of the juveniles of Hollywood had been combed over for someone who could hold up his end with the popular and capable Miss Blondell.

Ford drew a contract from one of the largest studios before he had been in Hollywood a week. It is pretty certain that if he wants to, he can keep that contract for a long number of years.

And the reason for that is simple. He's grateful. And willing to do what he's told.

"They kick," he said, referring to some of the other players who had been mentioned as being dissatisfied with pictures, "because they have to work one night. In the theatre we worked every night. Finally, after years of effort, we got Sundays off. What's a night? I'll work as many nights as they like. I like to work."

#### 15 Pictures in 9 Months

In nine months he has done fifteen pictures. That averages almost two a month. And it takes more than a month to finish a single picture! He likes to work.

And that trait can be traced back to the famous Dr. Bernardo's Home in London. Not far from where Charlie Chaplin played as a ragged urchin, Ford was an orphan in one of the most famous orphanages in the world. He had never known either his father or his mother. He learned years later, from a priest who spent eight years running down the information for him, that his father was Irish and his mother

that.

At five or six or seven, he was packed forlornly off to Canada to be adopted by a Manitoba wheat farmer. He didn't like farming and ran away to join Theodore Roberts' stock company in Winnipeg. That is, he joined the company when he could. He was eleven, and jobs for boys of eleven in the company were few and far between. Other times he worked at what he could, errands, or shining shoes, or washing dishes or whatever came his way.

#### Learned to Like Theatre

He didn't particularly like the theatre. But it was warmer than most places, the actors were kind-hearted, and food was plentiful. Gradually, as he worked into bits and then into parts, he learned to like it. He has been twenty years on the stage, and has just turned thirty-two.

His first real part was as Little Lord Fauntleroy with the Winnipeg company under the direction of Wilson Hummel, now a Warner Bros. player known as Clarence Wilson. Ford hopes to meet him now that both are on the same lot. Wilson was one of the best friends he ever had; he gave him his first real interest in the theatre.

Since that first part, he has been on boat shows, he has been with repertory shows, he has been a singer in a saloon, he has been a hooper, a ham actor, juveniles and characters — and he ended, at last, on

#### WALLACE FORD



**He's teamed with Joan Blondell in "Central Park" by First National, which opens at the Theatre next .....**

Cut No. 2 Cut 15c Mat 5c

Broadway, where he played the leads in some of the biggest hits of the past five or ten years.

His one thought, of course, is

movies, because they're "soft." But also because he likes them, likes the people who work in them, likes the hours, likes the parts given him, likes Hollywood. How can you beat anyone like that?

#### Hollywood Likes Him

And Hollywood and pictures aren't trying to beat Wallace Ford. They like him, too. They're getting more and more anxious to have him in better roles. Finally, when he has received the recognition he knows he deserves, he wants to play character-juveniles. Straight juveniles are all right, but he likes a dash of humor with the part, or a bit of pathos — something that calls for a little effort, a little initiative on his part.

It's all right doing what you're told. He doesn't mind that. He likes to get the girl and be a hero in the end, after a wild and melodramatic adventure as in "Central Park," but not too often and not for too long, if it robs him of the chance to color the part with the human and humorous or sad things he's learned about acting and about life in that twenty years of trouping.

"Central Park," which was written for the screen by Ward Morehouse, the noted columnist, and Earl Baldwin, has a strong cast of players in support of Miss Blondell and Ford, including Guy Kibbee, Patricia Ellis, Henry B. Walthall, Charles Sellon and Spencer Charters. It was directed by John Adolfi.

### HELP US TO HELP YOU BY SENDING US YOUR CAMPAIGN

Exhibitors are urged to send us their campaigns in order that we may be able to pass along the many splendid ideas put into execution on every picture.

Exceptional examples of real showmanship will be passed along, not only to other exhibitors, but also to the Trade Paper for publication and comment.

Never before has the motion picture business been in greater need of real worthwhile ideas. By pulling together—by interchanging exploitation ideas, exhibitors and producers will be bound to derive much mutual benefit.

Address Your Campaign and Your Suggestions and Ideas to  
Director of Exploitation, WARNER BROS. PICTURES, Inc.  
321 West 44th Street, New York City



# MORE HUMAN-INTEREST STORIES

## Current Feature

### A Movie Star Growls at Social Ostracism on Set

**"Jackie," the Lion, Seemed Willing to Be Friendly, But Even Extras in "Central Park" Went High Hat**

Socially that lion sequence in the picture "Central Park," wasn't any great success. Not even the lion had a good time when the picture was being taken on the Warner Bros. lot in North Hollywood, and he was a social lion too, if there ever was one.

He grumbled a little about it on the way back to the lion farm. People had been respectful but not friendly. No one had exactly turned a back on him — having been advised not to as a safety measure — but then, no one had taken time out to tickle his stomach either, even when he lay down in the middle of the dance floor and rolled over, just begging to have it tickled.

Altogether the lion didn't have a good time and in that he shared opinion with a hundred and fifty extras and Joan Blondell, Wallace Ford, Guy Kibbee, Patricia Ellis, Henry B. Walthall, Charles Sellon and other principals of the cast of "Central Park," the First National picture which is now being shown at the Theatre. They were all glad when the lion sequence was over.

To begin with, it was a hot day at the studio, one of the hottest of the summer. In addition, no one on the set made any attempt to fraternize with "Jackie."

#### All Strictly Business

In fact, "Jackie" had never seen a more businesslike group of pe-

His friendliest gestures were almost invariably misunderstood. As, for instance, that time when he had obediently walked toward the camera and then had gone to stand with his trainer and Director John Adolphi behind the cameras while the scene was completed. He had, at that moment put his wet nose into Adolphi's hand, the idle hand, hanging limply at Adolphi's side.

Now Adolphi had been second only to "Jackie's" master in assuring everyone that the lion was tame and perfectly harmless, for all practical purposes just a pet. So "Jackie" felt he had a friend in Director Adolphi and he laid his wet nose in the director's hand.

The scene was over but Adolphi didn't call out "Cut" as he generally does, in a loud voice. That hand at Adolphi's side wasn't limp any longer either, but the director would have been, if he had dared. "Jackie" looked up to see Director Adolphi

talking out of the side of his mouth, toward the trainer.

#### "Get Him Away!"

"Get him away from here," he was saying, but not moving a muscle while saying it. "Get him away from here, I know he's harmless but get him away. Get him away."

So "Jackie" and his trainer went back to the cage and rested while the cameras set up for a new take and Adolphi went over to the water cooler and drank five cups of ice water.

It was like that all through the picture, so far as the lion was concerned. Everybody trusted him, it seemed, but nobody wanted to be a real pal.

It was, in fact, the first time "Jackie" had really been turned loose among so many people. He felt very good about it and wanted to go around and rub himself on people's legs. But the legs kept giving away with him, and he didn't get a good scratching all the week he worked with the picture except from Melvin Koontz, his trainer and once from Wallace Ford, the lead-

Joan Blondell had some photographs made with "Jackie," but she excused herself promptly, once they were taken, and didn't appear again for hours.

#### A Social Failure

Now "Jackie" is, in his own way, the most remarkable lion in the world, despite his rather ridiculous name. He is five years old, which makes him a full grown but only middle-aged lion. He is tame. He will, if you'll let him, eat off of your hand as advertised. And he is the first lion ever to be turned entirely loose in the midst of nearly two hundred people and told to do his stuff. There is absolutely no fake in the lion sequences in "Central Park," a "one location" screen play of unusual character, by Ward Morehouse and Earl Baldwin.

"Jackie" is a good actor. Dramatically, artistically, histrionically he was a success. Socially, he was a failure. Every member of the cast from Joan Blondell on down, was glad when "Jackie" went home. But his best friends wouldn't tell him.

## Advance Feature

### Author of "Central Park" Made Study of Subject

**Ward Morehouse, Famous Newspaper Columnist Knows Everybody Though Not New York Born**

If you want to know anything about Central Park, ask Ward Morehouse.

In fact, if you want to know anything about New York City in general, no better authority can be found than the man who wrote "Central Park," the new First National feature film which comes to the Theatre.

For Ward Morehouse is a New Yorker of the New Yorkers. His knowledge of the big town, like Sam Weller's knowledge of London, is

"extensive and peculiar." His daily article, under the heading "Broad-

(Continued in next column)

## Current Feature

### Section of Famous N.Y. Park Reproduced In Film Studio

New York's Central Park in a pink dawn is a fairyland of meadows and bowers and artificial lakes, punctuated by gravel walks, riding paths and wide, smooth asphalt roads. Flower gardens and landscaping have made it one of the show-spots of America.

The zoo, ever attractive to children, is attractive to grown-ups

#### Special Publicity Art



Joan Blondell and Wallace Ford, appearing in the Theatre's new hit, "Central Park." Ward Morehouse, famous New York columnist is the author and First National Pictures, the producer.

too, and thousands journey there daily to view the animals.

But lately, the Park has grown less and less a place to take children in their perambulators, white-capped

army of the unfortunate and unemployed have drifted into the park, and no one has the heart to refuse them sanctuary there.

And yet they brought with them something quite as valuable as the gentle virtuous life with which the park flowed before they came. They brought life in the raw, life out at elbows, life hungry and alone and miserable. But life, for all that, shot through with the comedy of daily things, pleasures and mishaps and little furtive joys in merely being alive. Life with an edge of tragedy, too, as you may suppose.

Kaleidoscopically, something of all this has been captured for the First National picture, "Central Park," which is now at the Theatre. It is in the park that Joan Blondell and Wallace Ford, the featured players, accidentally meet, stranded and broke, and have their adventures together.

Although the action takes place in Central Park, the happenings are so human, so universal, so down-to-earth, that they might have occurred to you or yours in any one of America's metropolitan grassplots.

With the exception, of course, of the lions, Central Park is unique in that respect. And in the picture

one of them escapes and runs riot through the town. If you think that can't be exciting you'd better see the picture to learn how well it can.

But lion scenes can't, unfortunately, be shot in the park. Police laws and a lot of other rulings forbid. So a lot of the park had to be built on Warner Bros.-First National stages in North Hollywood, California. And lions from the Selig Zoo, and specially fitted trainers had to be used too.

The idea originally was to do quite a bit of the park stuff on stages, but this was found impracticable, and a company was despatched post haste to New York to shoot in the park. But a lot of fancy and assorted trees, fancy and assorted bushes, plain and solid rock and good green grass had to be built upon the stages in California for those scenes.

So real trees and real bushes and boulders had to be hauled by the hundreds, in great wooden buckets, to fill the stage.

"Central Park" is based on an original story by Ward Morehouse, and was written for the screen by Ward Morehouse and Earl Baldwin, both of whom are native New Yorkers and know their Central Park well. John Adolphi directed.

Supporting Miss Blondell and Mr. Ford in the notable cast are Guy Kibbee, Patricia Ellis, Henry B. Walthall, Charles Sellon, Spencer Charters, Harold Huber, John Wray, Holmes Herbert and many others.

way After Dark," syndicated in newspapers throughout the country reveals a familiarity with the sights and sounds, the people and the atmosphere, of Manhattan which stands alone in modern journalism.

Ward Morehouse seems to know everybody in New York, and to carry in his head every single inch of the island.

Yet, like so many outstanding New Yorkers, he is not a native son. He was born as far away as Savannah, Georgia, and got his first serious newspaper training in Atlanta. Then he heard the call of the metropolis and became a big town reporter, and one of the best. His interest in the theatre led to the formation of a large circle of acquaintances along Broadway, and that in turn developed into the widely distributed newspaper column.

Before he wrote "Central Park," Morehouse made an intensive study

of the Park itself — its topography, its history and traditions, and its human elements—the policemen, the keepers in the menagerie, the vendors of hot dogs and sandwiches, the habitudes of the benches and all the variegated cast of characters whose prototypes appear in the new picture.

Among the leading players in "Central Park" are Joan Blondell, Wallace Ford, Guy Kibbee, Patricia Ellis, Henry B. Walthall, Charles Sellon, Spencer Charters, Harold Huber, John Wray and Harry Seymour. The film was directed by John Adolphi and Ward Morehouse was on the set during the "shooting" of many of the scenes.

So far as modern studio technique could contrive, "Central Park" is authentic down to the very animals in the park zoo. Ward Morehouse knows them — the lions and tigers, the monkeys and leopards. He knows everybody!



Ad Campaign That Sells ALL-ACTION

You Can't  
YOUR

Believe  
EYES



# CENTRAL PARK



Thrills, surprises, speed, excitement coming so fast you never know what'll happen next! A lion prowling pavements, crashing petting parties! A beauty queen held for ransom! Crooks holding up the swanky Casino night club! New York's finest battling it out with the yeggs! Now see all the things you hear about "Central Park"!

with  
**JOAN BLONDELL  
WALLACE FORD  
GUY KIBBEE**

Ninth of First National New-Season Successes! From the story by Earl Baldwin and Ward Morehouse

**STRAND  
THEATRE**  
AND POLICY HERE

Cut No. 19 Cut 60c Mat 15c

327 LINES

Tonight you're going

## THRILL-

when you see a maniac feeding men to the wild beasts of the zoo!



## SIGH-

when John Law locks up lovers for a daring crime didn't commit!



## SCREAM-

as the escaped lion charges the guests at the swanky Casino Night Club!



## GASP-

when you watch crooks in an armored car turning the machine guns on the cops!



at

# CENTRAL PARK

with  
**JOAN BLONDELL  
WALLACE FORD  
GUY KIBBEE**

Another All-Action First National hit—

**STRAND**

Cut No. 24 Cut 40c Mat 10c

212 LINES

You Can't  
YOUR

Believe  
EYES



# CENTRAL PARK



Thrills, surprises, speed, excitement coming so fast you never know what'll happen next! A lion prowling pavements, crashing petting parties! A beauty queen held for ransom! Crooks holding up the swanky Casino night club! New York's finest battling it out with the yeggs! Now see all the things you hear about "Central Park"!

with  
**JOAN BLONDELL  
WALLACE FORD  
GUY KIBBEE**

Ninth of First National New-Season Successes! From the story by Earl Baldwin and Ward Morehouse

**STRAND  
THEATRE**  
AND POLICY HERE

Cut No. 17 Cut 40c Mat 10c

142 LINES



# LOOK OUT

There's a lion loose

# CENTRAL PARK



It's a fact! See him crash petting parties...stampede society's gala...steal a taxi ride through Central Park! Just one of the thousand things you're going to see in this National All-Action special with

**JOAN BLONDELL  
WALLACE FORD • GUY KIBBEE**

Cut No. 26 Cut 60c Mat 15c

282 LINES



# TION, THRILL-A-MINUTE Picture!

In Love At 9!  
Indiscreet At 12!  
In Bad At 3!  
In Jail At 6!



....What a day in  
**"CENTRAL PARK"**

Spend the most exciting 24 hours of your life in 60 thrill-crammed minutes at First National's famous All-Action hit! Be one of the first to see this new star team!

**JOAN BLONDELL  
WALLACE FORD**  
GUY KIBBEE

Cut No. 25 Cut 40c Mat 10c  
230 LINES

**LOOK OUT!**  
There's a lion loose in  
**"CENTRAL PARK"**



It's a fact! See him crash petting parties....stampede society's gala ball....steal a taxi ride through Central Park! Just one of the thousand thrills you're going to see in this First National All-Action special with a glorious new star team!

with **JOAN BLONDELL  
WALLACE FORD**  
GUY KIBBEE

Cut No. 16 Cut 40c Mat 10c  
148 LINES

Come on! Let's have some  
**THRILLS**  
An armored bank car plunging over a 50 foot cliff!

**CHILLS**  
A raving maniac feeding men to the beasts of the zoo!

**LAUGHS**  
The smart Casino Night Club stampeded by an escaped lion!

**ROMANCE**  
A rodeo romeo roping the hard-boiled heart of a saucy show gal!

And a thousand and one other thrills in First National's great All-Action Special—

**"CENTRAL PARK"**

with  
**JOAN BLONDELL  
WALLACE FORD**  
GUY KIBBEE  
by Earl Baldwin and Ward Morehouse

Cut No. 23 Cut 40c Mat 10c  
262 LINES

The All-Action Hit of 1932!



More action, surprises and excitement packed into sixty frenzied minutes than "Doctor X" and "Union Depot" put together!

**"CENTRAL PARK"**

with  
**JOAN BLONDELL • WALLACE FORD • GUY KIBBEE**

Cut No. 22 Cut 40c Mat 10c  
96 LINES



**Here it is!**  
**THE ALL-ACTION**  
**HIT!**



with  
**J O A N**  
**BLONDELL**  
**WALLACE FORD**  
**GUY KIBBEE**  
and scores of other featured  
players

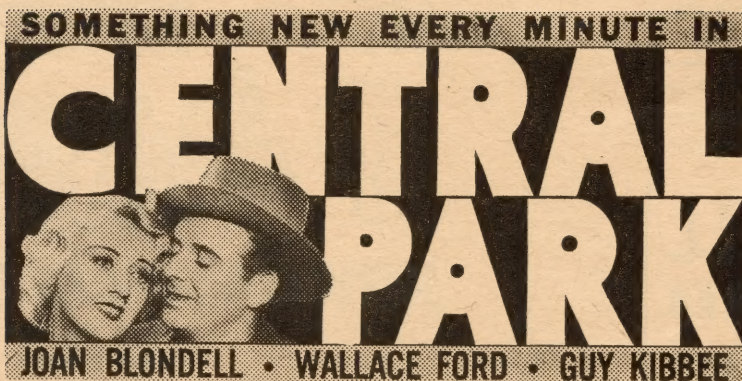
Cut No. 11 Cut 20c Mat 5c

**125 LINES**



Cut No. 21 Cut 20c Mat 5c

**14 LINES**



Cut No. 20 Cut 40c Mat 10c

**54 LINES**

**ANYTHING** can happen in



with  
**J O A N**  
**BLONDELL**  
**WALLACE FORD**  
**GUY KIBBEE**

First National does it again—greater  
than "Union Depot"! From the thrill-  
ing tale of Earl Baldwin and Ward  
Morehouse.

**—and EVERYTHING does!**

A hold-up in the famous Central Park Casino . . . a ma-  
niac feeding men to the beasts of the zoo . . . a beauty  
queen kidnapped . . . a lion on the loose in the world's  
greatest city! A show girl on the make . . . and a rodeo  
romeo who lassoes her heart! Sixty frenzied minutes  
action-packed with a thousand new thrills and surprises.

Cut No. 12 Cut 60c Mat 15c

**237 LINES**

**ANYTHING** can happen in



with  
**J O A N**  
**BLONDELL**  
**WALLACE FORD**  
**GUY KIBBEE**

First National does it again—greater  
than "Union Depot"! From the thrill-  
ing tale of Earl Baldwin and Ward  
Morehouse.

**—and EVERYTHING does!**

A hold-up in the famous Central Park Casino . . . a ma-  
niac feeding men to the beasts of the zoo . . . a beauty  
queen kidnapped . . . a lion on the loose in the world's  
greatest city! A show girl on the make . . . and a rodeo  
romeo who lassoes her heart! Sixty frenzied minutes  
action-packed with a thousand new thrills and surprises.

Cut No. 13 Cut 40c Mat 10c

**158 LINES**



**FASTEST LOVE**  
**MAKING EVER--**

**In the Romance Head-**  
**quarters of the World!**

More action, surprises and  
excitement packed into sixty  
frenzied minutes than "Doctor  
X" and "Union Depot" rolled  
into one! First National's All-  
Action Hit of 1932! . . . .

**J O A N**  
**BLONDELL**  
**WALLACE FORD**  
**GUY KIBBEE AND**  
**SCORES OF OTHERS**



**• STRAND •**

Cut No. 27 Cut 20c Mat 5c

**86 LINES**



# SIZZLING CATCHLINES

The All-Action Hit of 1932.

Anything Can Happen in "Central Park," and Everything Does.

Spend Tonight in "Central Park"!

Look Out! There's a Lion Loose in "Central Park"!

In Love at Nine — Indiscreet at Twelve — In Bad at Three — In Jail at Six. What a Day in "Central Park"!

Spend the Most Exciting 24 Hours of Your Life in 60 Thrill-Crammed Minutes.

You'll Love the Screen's Newest Love Team. — Joan Blondell and Wallace Ford.

The Year's Thrill-a-Minute Picture!

Sixty Minutes of Thrills! Chills! Excitement! Romance!

More Action, Thrills and Surprises Than "Union Depot" and "Doctor X."

Enough Excitement for a Dozen Pictures Crowded Into One Hour of Thrills.

It Takes You From the Tragedies of "Suicide Lake" to the Reckless Joys of the Casino.

It Took a Wild Lion Running Loose Among Thousands, to Save Two Young Lovers from a Strange Fate.

Peep Into the Shadows and Secrets of "Central Park."

Where Every Tree Could Tell a Great Story if it Could Talk.



**FASTEST LOVE  
MAKING EVER--  
In the World's  
Romance  
Headquarters!**

More action, surprises and excitement packed into sixty frenzied minutes than "Doctor X" and "Union Depot" rolled into one! First National's All-Action Hit of 1932! . . .

# "CENTRAL PARK"



**J O A N  
BLONDELL  
WALLACE FORD  
GUY KIBBEE AND  
SCORES OF OTHERS**

Cut No. 18 Cut 40c Mat 10c

256 LINES

**Fastest Love-Making Ever!**

Just imagine...strangers at 9...in love at 10 ...in jail at midnight! And all around them all hell's popping loose in the romance headquarters of the world! If you miss this First National All-Action special you'll regret it the rest of your life!

**J O A N  
BLONDELL  
WALLACE FORD  
GUY KIBBEE  
and scores of others in**

# "CENTRAL PARK"

By Earl Baldwin and Ward Morehouse

Cut No. 14 Cut 40c Mat 10c

140 LINES

The **ALL-ACTION** special of 1932!

Starring A brilliant New **LOVE TEAM**

# "CENTRAL PARK"

[THEATRE] AND POLICY HERE

WITH **JOAN BLONDELL  
WALLACE FORD**

**GUY KIBBEE** and scores of others

Cut No. 15 Cut 60c Mat 15c

237 LINES



# EXPLOITATION WITH A PUNCH!

## AMATEUR PHOTOGRAPHER'S CONTEST A NATURAL FOR "CENTRAL PARK"



This should be a "natural" for a picture like "Central Park." Get an amateur photographer's contest going, with prizes for the best scenic or animal snapshots. At this time of the year, the parks afford splendid photographic material. Arrange to conduct this contest in conjunction with your local newspaper. Your local photographer and dealers in photographic supplies will undoubtedly be willing to co-operate with you and the newspaper in putting this contest over in a big way. Drug stores, too, selling and developing film, can be induced to cooperate by donating something toward the prizes to be used as awards.

A consolation prize of a guest

ticket to each contestant should go a long way in encouraging everyone with a camera to enter the contest. The newspaper can be depended upon to give you as much as a full page at a clip, in publishing the pictures submitted. The editor of the paper, your local photographer, yourself, the head of a department store taking part, should be the judges, with the Mayor or Commissioner of Parks or some other prominent city official acting as chairman of the judges. We are giving you herewith a sample publicity story. The newspaper reporter assigned to handle this contest, will undoubtedly keep a running story going during the contest, with frequent use of pictures submitted.

### Publicity Story

## Amateur Photographer's Contest Sponsored by News Opens Today

56 Prizes for Best Pictures Offered in Conjunction with Showing of "Central Park" at Strand Theatre

This is the time of the year, when nature offers amateur photographers a splendid opportunity to capture some of her finest moods with their cameras. Along the road, in the (Name of Park), at the Zoo, are hundreds of beautiful scenes and animals waiting to have their pictures taken. Junior, who is just learning to toddle, all dressed up in his winter clothes and helmet, would make a peach of a picture, posed besides the deer in the park or feeding the bunnies or squirrels.

Get out your camera, and enter the Amateur Photographer's Contest, being sponsored by the Strand and the Daily News, in conjunction with the Warner Bros. picture, "Central Park," which opens at the Strand Theatre ten days hence.

There are (List Number of Prizes) prizes for the six best snapshots. In addition, there will be 50 Guest

tickets awarded for the opening night of Warner Bros.' sensational picture, "Central Park," at the Strand for the next best 50 pictures submitted. All entries must be in by . . . . . This contest is open to all Amateur Photographers, not employed by the Strand or Daily News, or relatives of such employees. Address your photos to Central Park Snapshot Editor, The News, or leave it at the Box office of the Strand Theatre.

## AGITATION TO CHANGE THE NAME OF A LOCAL PARK TO "CENTRAL PARK"

Just about one of the finest ways to call attention to your show, would be to start a movement to change the name of one of your local parks to Central Park. This can be done in the form of a letter sent to the editors of the newspapers by a reader. Because of the local condition with which we are unfamiliar, we are unable to suggest concrete reasons that should be written in the letter for changing the

name. It might be that the park is centrally located for that reason "Central Park" would be appropriate. Again it might be that you have several parks in your city and it would be a good idea to call the biggest one "Central Park." We know that you can use your ingenuity to more advantage along the lines suggested, because of your knowledge of local conditions.

### FLORIST TIE-UP FOR LOBBY STUNT

Here's a fine opportunity to arrange a tie-up with your local florist whereby you can get him to decorate the interior of your lobby. Have him arrange floral designs around heads of Joan Blondell, Guy Kibbee, and Wallace Ford. Possibly he can arrange to set up flowers to form the title of the picture. A contest can be effected if this is done. Have your patrons try to guess exactly how many flowers were used in the designing of the title. People coming the closest to receive a pass to the theatre. In exchange for the florist decorating your lobby give him mention in your lobby and program.

## NEWSPAPER CONTEST BASED ON STORY

The fact that the exciting adventures of the hero and heroine of "Central Park" all came about through no planning of their own, but as part of their search for work in the city — makes an essay contest on what happened to contestants when they were out on the same quest — a natural exploitation stunt.

Get your newspaper to cooperate by printing the best story daily for ten days before the coming of "Central Park." Through newspaper stories invite people to send in two-

hundred-and-fifty-word stories of their most exciting or amusing adventures while hunting for work. These should be "true stories."

Promote gifts from merchants for the best three, and offer guest tickets to the seven next-best. Publish names of winners and present prizes at a performance of "Central Park." Neatness and correctness of spelling should count, as well as wording and directness of expression, in awarding prizes. Let the judges be heads of the prominent stores which donate the prizes.

### Publicity Story

## What Happened To You While Seeking Job in Strange City?

Tell the News of Your Adventures While Hunting Work and Win a Guest Ticket to "Central Park"

Manager . . . . . of the . . . . . Theatre, in cooperation with the editor of this paper and prominent merchants mentioned below, offer prizes for the best stories of not more than two hundred and fifty words, detailing either real or imaginary things which happened to you while out on the search for work.

The more unusual the story, the better. Neatness will count with the judges, in choosing the most humorous or dramatic stories for publication one-a-day, in this paper, for ten days before the coming of the First National picture, "Central Park," to the . . . . . Theatre.

The judges will be managers of . . . . . and . . . . . each of which offers a valuable prize for the best three contributions. To the next seven a pair of guest tickets to "Central Park" will be presented.

Now is your chance to get your story in print. Get busy right now and tell . . . . .

venture, or it even can be the adventure of one of your friends, while hunting for a job. It is possible, that you met your present or intended spouse, while seeking employ-

ment. Then again, you might have happened into a place of business when a fire broke out and you were able to land a job by helping extinguish the fire — or catch a hold-up artist. Truth is stranger than fiction — anything can happen and does, just as in "Central Park," which is a tremendously exciting story of a girl and boy, strangers in a city, both homeless and broke, who meet by chance in New York's famous park while seeking employment. Plenty happened to these two, played by Joan Blondell and

Tell us what happened to you! Send your story to "Job Hunting Editor," The News, not later than (set date.)

### Word Building, Good Contest

Cash in on the tremendous popularity of word-building games by running a contest in your newspaper under these rules: Prizes to the first 25 contestants sending in the largest list of four or more letter words made from the letters in "Central Park."

### Direction Arrows Sidewalk Stencils

Spot arrows or fingers pointing in the direction of your theatre with the caption THIS WAY TO CENTRAL PARK. Cards on buildings, poles, fences and store windows, as well as sidewalk stencils will make this a very effective means of arousing interest in "Central Park."

### Name Nationally Known Parks

A good idea that should be of interest to schools and other people would be a contest in which contestants are asked to list nationally known parks such as Yellowstone, Glacier Park, Olympia, Central Park and others. Award tickets to those compiling the 25 largest list.

## SPECIAL LOBBY BLOW-UP



A special enlargement of Joan Blondell is available to you. Enlarged to regular one-sheet size (28 x 42) and mounted on heavy beaver-board, it can be had in either black-and-white or beautifully colored.

ESPECIALLY PRICED AT  
\$2.00 for black-and-white  
\$3.00 for full color  
F.O.B. New York  
Not carried at exchange.

Order direct from  
PHOTO-COLOR STUDIOS  
220 West 42nd St., New York, N. Y.



## USE PICTURE'S BEAUTY CONTEST FOR YOUR OWN EXPLOITATION STUNT



A publicity stunt that plays an important part in the plot of "Central Park," might well be copied by showmen to sell this picture to the public.

The stunt, as used in the picture, is the selection of "Miss Fifth Avenue" by a committee stationed in front of a prominent Fifth Avenue building and comparing the respective merits of the girls who pass during certain hours of the day. "Miss Fifth Avenue" is then given the signal honor of opening the Golden Charity Box at the big banquet in Central Park Casino. To apply this idea locally, arrange with prominent department stores of your town and with a local newspaper to form a committee of judges to be in the department stores each day and pick the prettiest feminine shopper of the day, or two each day if the committee so desires. The girls selected during the duration of the contest enter the finals, which are held on the stage of your theatre, with the audience acting as the final judges. This contest is a brand new angle on the "beauty contest" ideas, with all cooperating parties deriving extreme benefit. Here's what the idea can accomplish if properly promoted and handled:

- 1.—THE NEWSPAPER gets reader interest and circulation by the publishing of the daily contests; publicity in the department stores, in the lobby and section of your theatre.
2. — THE DEPARTMENT STORE receives more customers

daily, much newspaper publicity and notice on the screen and in your lobby.

3.—THE THEATRE gets daily newspaper space, notice in the department store ads and in their windows, and a packed house on the night of the finals.

Committee should be composed of representatives of the department store, newspaper and theatre as well as a local photographer.

Prizes should be promoted from department store, the photographer (who will be glad to give the winner a sitting) and other merchants in town.

The newspaper should have a photographer on hand at all times to take pictures of the contestants. As soon as a probable winner is spotted, her name and address should be taken as well as her picture. If tie-up is made with local photographer, you can probably arrange to have him make one picture of prospects daily in his gallery which would eliminate necessity of newspaper photographers in stores.

It's a great business-building stunt from every angle and should be one of the BIG guns of your entire exploitation campaign.

## WHAT HAPPENED TO ME IN THE PARK!

Many people have had strange adventures in parks — some while touring through National parks, others while strolling in a local park. See if you can tie up with your newspaper for the most interesting letter on "What happened to me in the park" definitely tying

up with "Central Park." In the picture Joan Blondell and Wallace Ford are two homeless, friendless waifs, total strangers to each other, who meet in the park. From this casual meeting comes the thrilling exciting adventures that furnish the action in the picture.

### Publicity Story

## Did You Find Adventure In A Park?

Tell Us What Happened to You in a Park and Win One of the 25 Guest Tickets for "Central Park"

Public parks, a rendezvous for lovers, a playground for children and for others who would commune with mother nature, oft-times furnish unexpected thrills and adventure, as is the case in "Central Park," Warner Bros. picture which opens at the . . . . . Theatre . . . . .

The Daily News and the . . . . . Theatre are offering 25 guest tickets for "Central Park" next week for the most interesting letters entitled "What Happened to Me in a Park." This contest will run for an entire week and the six best letters will be published in the . . . . . In the picture "Central Park" Joan Blondell and Wallace Ford, who play the leading roles are cast as two hungry strangers in a big city who accidentally meet in New York's famous park — Central Park. As a result

of this chance meeting they become involved in a series of hair-raising adventures which furnish the plot for the picture.

Now sit down and write us an account of not more than 200 words of your most exciting adventure in the park. Address your letter to Central Park Editor, Daily News. All entries must be in by (set date).

## AMATEUR FLOWER CONTEST

Now that the season is here for florists and amateur gardeners to start preparing their pet flower bulbs for the winter, there is a corking chance for a tie-up between your theatre and the local florist. Arrange to have your local florist sponsor a bulb contest in conjunction with the showing of "Central Park." Announce the contest in the lobby of theatre, schools, newspapers and floral shop windows.

The idea of the contest is for all amateur gardeners to submit their largest and finest flowers, grown from bulbs, to the theatre manager or florist. The local floral authorities and florists can be requested to act as judges. Get the florist and other merchants to donate some valuable prizes to be given to the winners of the contest. The three best flower bulb specimens are to be the

winners and you can offer passes to the next ten best exhibitions. Display the winning exhibits in the lobby of the theatre with the winners' names and credit the florist who sponsored the contest.

Be sure that the garden editor of your local newspaper receives all the details of the contest in order to get daily newspaper publicity during the entire run of the contest.

## CLEVER RETORT CONTEST

Joan Blondell enjoys a tremendous reputation on the screen because of her splendid repartee and snappy come-backs in conversation. You might tieup with the newspaper to run a contest based on Joan Blon-

dell, asking readers to send in the cleverest repartee they have heard. The newspaper will undoubtedly be glad to publish four or five of the cleverest each day for a week in advance of your show. Offer a ticket to "Central Park" for all published.

## FREE FICTIONIZATION

A complete fictionization of "Central Park" appears in the January issue of Screen Romances. Get your local magazine dealer to co-operate on a 7 x 11 inch card, or a one-sheet if you prefer, plugging the sale of Screen Romances as well as

your showing. See your local editor about running the fictionization illustrated with stills from the picture during your showing. The fictionization is free, the only requirement being that the line—*Reprinted with permission of Screen Romances Magazine* — be used.

## JIG-SAW PUZZLE THROWAWAY



Here is an attractive give-away with which to call attention to your show. It is a Jig-saw puzzle made up from the heads of Joan Blondell and Wallace Ford. The puzzle is 8 in. wide, 14 in. deep and is printed on heavy cardboard. Room left for imprint of your playdate. Price is \$4.00 per thousand. Order direct from:

**ECONOMY NOVELTY COMPANY**

239 West 39th Street, New York City

## Transportation Tie-ups, Open

"Central Park" because of its nationally known character affords a fine opportunity to tieup with tourist agencies, street cars, buses and trains. Signs for street cars and buses reading, "This Car or Bus Will Take You to 'Central Park' at the . . . . . Theatre"—should be easy to put over. Taxicabs also can carry a window sticker with the same line. Perhaps you can make a deal with a taxicab company whereby all their cabs will carry this announcement.

Of course a good bet, if you have transportation lines running to Baseball or Football Parks or Public Parks, would be to make a tie-up with these lines. Sign reading, "This Car Goes to Grant Park and 'Central Park,' at the Strand," should be used.

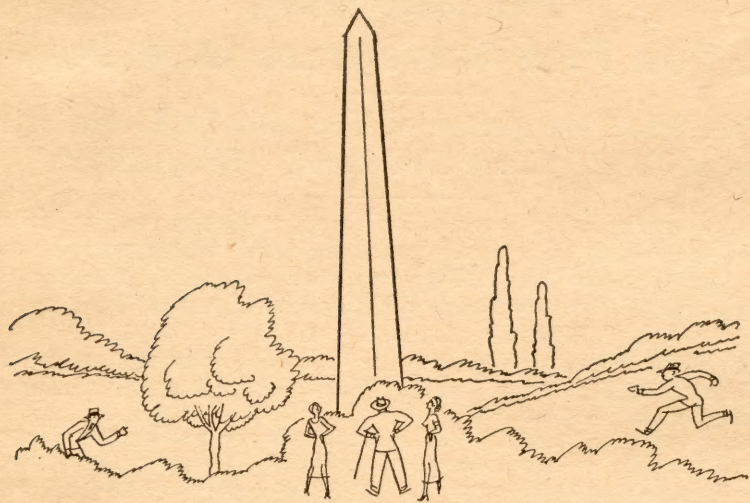
## Parking Spaces Good Bets

A fine idea would be to plant special posters or hand out circulars at all automobile parking spaces. Copy should read "Park Your Car Here While You See 'Central Park' at the . . . . . Theatre." It is possible that you can even persuade the owner of a parking station to print up some throwaways which a boy can distribute. In that event of course mention should be made of the parking space.



# STUNT OF THE WEEK!

## Treasure Hunt Ties in With Picture's Title



This week's "Stunt-Of-The-Week" was selected because cash or food prizes have always proved to be a great incentive for contests. While there is nothing new in a treasure hunt, it is felt that a revival of this form of promotion, at this time, will prove very popular. Unquestionably, the locale of a park is a magnificent place to arrange for a treasure hunt. Add to this the fact that this type of promotion also gives you the excellent opportunity of selling the character of this picture.

Be sure that you tie in with your local Park Commissioner or Park Department to secure permission for this activity. Emphasize that park property will not be harmed. You will notice, in the following publicity matter that clues are arranged to protect the City property. In selling this idea to the Park Commissioner or Park Department, point out that this method of promotion will familiarize the public of your City with various points of interest in your park. Indicate to the parties concerned, that this tie-up will reflect favorable publicity on themselves.

In talking to your local newspaper, be sure to point out that the treasure hunt is a sure fire circulation builder. Obviously, this tie-up makes it necessary for contestants to read the papers daily for their clues in the treasure hunt.

Try, if possible, to have the newspaper put up cash prizes. If this is not possible, perhaps your own budget can take care of this item. If this is not possible, you can promote prizes from your local merchants. As a final thought, we believe a grocery chain would be ideal for this promotion. If you are successful in interesting a grocery chain in this activity, you may arrange to have ten dollar credits for food

issued each day of the treasure hunt. Offer free groceries for a month to each of the winners of the grand prizes. With present economic conditions, such prizes are sure to prove very tempting.

In summary, the stunt of the week operates as follows:

Each day, in your local newspaper, your theatre program, or lobby poster, or in all three, issue a series of hints directing the contestants to six or seven sections of the park. At each of these sections plant another clue which redirects the contestants to other points in the park. The first players in this treasure hunt to arrive at the final location in the park, will there find a credit slip or a symbol which will entitle him or her to the daily prize.

Along the route, there will also be a word, which in some unique manner is emphasized. This procedure continues for a full week and at the end of the week, the seven words that have appeared along the "trail," at the rate of one each day, if formed in the correct order, constitute the first clue in the final treasure hunt for the grand prize. In other words, after following the daily clues for six days without winning one of the daily prizes, contestants would still be able to win one of the grand prizes.

Immediately following, you will find sample publicity stories to be used by the newspaper. These, of course, will have to be changed to fit local land-marks in your own park, and to fit your own list of prizes.

### Publicity Story No. 1

## Times and Strand To Stage Big Treasure Hunt in Central Park

3 Daily Valuable Prizes in Novel Game That Will Run All Week With 3 Grand Prizes for Finale

All the romance and thrills of a treasure hunt on the Spanish main are opened to you by The Times-New York Strand Theatre Treasure-Hunt, which starts tomorrow in Central Park. And there is real buried gold awaiting the successful treasure hunter.

Somewhere between 59th and 110th Streets, between Fifth Avenue and Central Park West, you will find five ten dollar credits for groceries, redeemable at any one of the 700 Bohack Stores in New York, Brooklyn and Long Island.

Just think! — Every day of the next six days there will be five \$10 credits for the successful treasure hunters — and that isn't the half of it. There are three grand prizes which will solve your grocery problem for the entire winter. Each will entitle you to a month's credit for groceries for the entire family.

This treasure hunt has been brought about through the cooperation of Commissioner

of the Department of Parks, who feels that the engagement of First National's sensational thriller "CENTRAL PARK" which opens at the Strand Theatre next Thursday, will attract much favorable comment and create an added interest to the Parkways System of New York. He further feels, that an interesting and novel game such as The Times-Strand Theatre Treasure Hunt, will definitely attract thousands of visitors to our beautiful Central Park and familiarize them with many of its beauties.

Here's how you can play the

## STUNT WORTH GETTING BEHIND

You can put over this "Stunt of the Week" in a big way by suggesting to the paper that they use newspaper ads, wagon posters and cards on the news stands announcing the "Treasure Hunt."

Treasure Hunt:—Tomorrow, the New York Times, will give prospective treasure hunters a clue, which, when followed to its ultimate destination will bring the treasure hunters to their goal the five buried treasures of \$10 credits donated by the Bohack Company.

Be sure that you are alert in following these clues, and if you notice a word along your trail which seems misplaced, over-emphasized or under-emphasized, remember it! Each day along the trail there will be one such word visible only to the alert treasure hunter. If after following six trails for six days you have six words, which when properly rearranged make a legible sentence, it will be the first clue to the grand treasure. By way of illustration: If the first hint published in the New York Times says "Columbus discovered America in 1492" the alert treasure hunter will proceed to Columbus Circle. At the base of the Statue of Columbus there might be a soap box orator standing on the box labelled 'White Rose Tea.' The enterprising treasure hunter would know that the white roses in the park were in the Botanical Building at 102nd Street and would proceed to that point.

Arriving at Botanical Gardens he would see a sign reading "People that live in glass houses should not throw stones." Treasure hunters would then look and see the five broken panes in the glass walls of the Botanical House and behind each broken pane a stone wrapped with a written message. These written messages would of course be the end of the treasure hunt and the five finders of these treasures would be the winners for the day.

The very alert treasure hunter would have noticed on the proverb that the word "throw" was painted a different color from any other word in the sentence. To have the proper clues for winning the grand prize, this one word 'throw' would be noted on a piece of paper and retained, until, at the end of the week, the six words necessary for the contestants to read the papers for daily clues.

Remember, even if you aren't among the five successful treasure hunters daily, you can win the grand prize by noting this one word which is emphasized daily along the trail.

This is only a sample problem; the real clues will be in tomorrow's New York Times. GET READY NEW YORK. This is more fun than cross-word puzzles.

### Publicity Story No. 2

## Times-Strand Treasure Hunt Gets Under Way Today

First Clue in Central Park Gold Quest Hidden in Story

"Pieces of Eight!" "Pieces of Eight!" "Buried Treasure!"

The old gold cry of the Spanish Main will sound thru "CENTRAL PARK" starting today, as hundreds of "Treasure Hunters" avidly follow the clue printed below in their search for hidden treasure. Somewhere in CENTRAL PARK, today, five clever and persevering treasure hunters will find \$10. credits for groceries redeemable at any one of 700 Bohack stores in Long Island or Brooklyn. Sponsored by The Times and the New York Strand Theatre in conjunction with the growing of First National's thrilling drama "CENTRAL PARK," which opens next Thursday, and in conjunction with Commissioner of the Department of Parks, this monster treasure hunt will continue for six more days.

Every day, five successful treasure hunters will receive \$10. credits. In addition to this, the Bohack Company is offering three grand prizes in the Grand treasure hunt. All you have to do is follow the clue printed in the last paragraph of this story, until it leads you to the buried treasure.

Along the "Trail," you will discover one emphasized word, which, when used in conjunction with the word which will be given in each successive day, will form a six word sentence which will be the first clue, in a search thru "CENTRAL PARK" for the three grand prizes which are a month's free groceries for each of the grand prize winners.

Here's your chance to have a lot of fun and receive great rewards. No employee of the New York Times, Strand Theatre or the Bohack Company or the Department of Parks is eligible to participate

in this contest. This treasure hunt has been brought about by the cooperation of the Commissioner who feels that the engagement of First National's thrilling sensation which opens at the Strand Theatre will attract much favorable comment and create an added interest in our local park system. In addition to this, he feels that an interesting and novel game such as the treasure hunt will definitely attract hundreds of visitors to our park and familiarize the citizens of the town with its many beauties.

Remember, even if you are not among the five successful treasure hunters of today's game, you can still win the grand prize, by noting the one word which somewhere along the "trail" is emphasized in a unique fashion. The first clue will be found at the base of the needle which sticks into the sky. (Obelisk sometimes called Cleopatra's needle) (any statue for instance, if it had been George Washington, your clue would read: the Father of your country), etc.; If it had been Abe Lincoln, it would read: "An honest man at 66th Street will direct you" (You will have to adopt to local landmarks.)

Go Ahead you free-booters of New York! You are on the trail of Captain Kidd's treasure. "Cleopatra's Needle" in the haystack of CENTRAL PARK should not be so hard to find.

WATCH TOMORROW'S TIMES FOR THE NEXT CLUE!

### Publicity Story No. 3

## 600 Took Part in Yesterday's Times-Strand "Treasure Hunt"

"CENTRAL PARK."

What does it mean to you?

To some people it means romance.

To some people it means adventure.

To others, a restful, quiet, beautiful spot to spend balmy evenings.

And yet, Central Park is a cross-section of the very life of New York. From the reservoir to the obelisk, from the bridge path to the Casino, from the 110th Street lake to the Museum, Central Park may truly be said to carry the heart throbs of our city. Gangsters, lovers, every strata of society can be seen within its gates.

All this has amply been dramatized in the filming of Warner Bros. picture "CENTRAL PARK" which comes to the Strand Theatre starting Thursday. In connection with the engagement of this stirring drama, the New York Times and the New York Strand Theatre have arranged a "Treasure Hunt" to take place within the boundary of the park.

Starting with yesterday's treasure hunt, the New York Times gave as its first clue the following sentence (insert first clue). Six hundred eager treasure hunters correctly identified this clue and rushed to the obelisk at 76th St.; at the base of this obelisk were 5 toy sailboats and nothing more. These sailboats of course, were the second clue in the series and contestants easily interpreted what they meant and rushed to the sailing pond. On the edge of the pond the

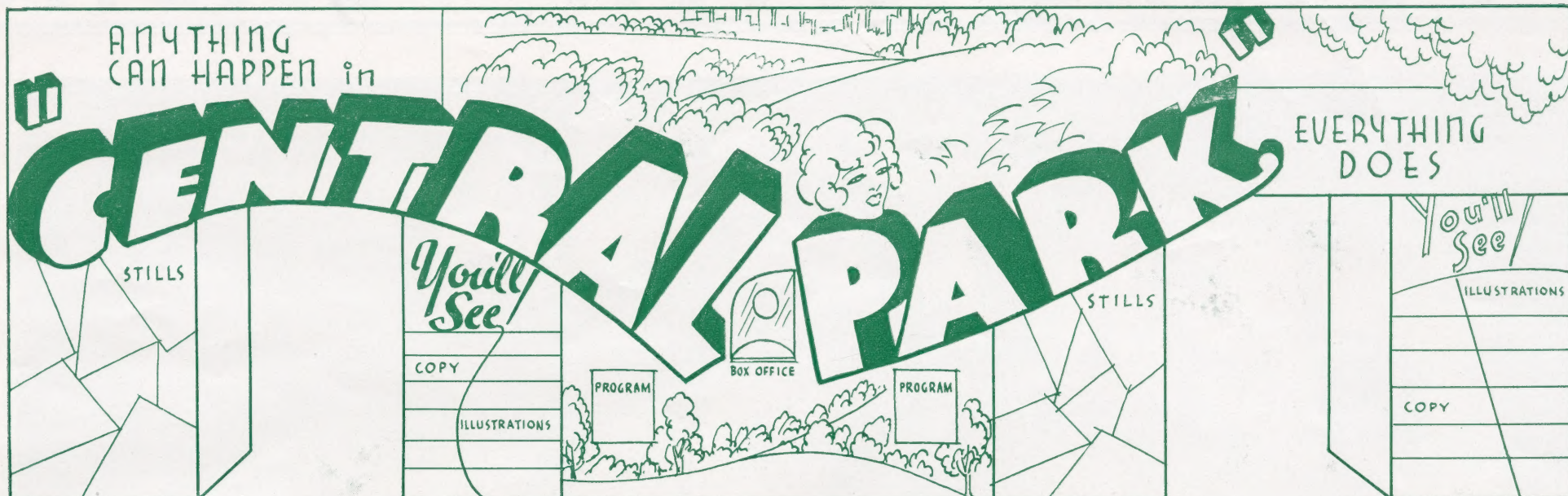
alert treasure hunters immediately grasped the next clue which was a painter who was ostensibly drawing the skyline of New York. The treasure hunter who had enough foresight to look over his shoulder at what he was doing, would have noticed that he was painting a group of five trees and that his sketch showed a pot of gold at the base of that tree. The title of the picture was clearly in evidence and the observing treasure hunter had in addition to the final clue of the first day's treasure hunt, the first clue of the six word clue of the grand prize—it was "Five Oaks" (It is advisable in planting these various words which will constitute the first clue for the grand prize that you have a pre-conceived spot in mind so that the 6 words will constitute definite directions for the final hunt for the grand prize.)

Don't be discouraged if you failed to locate the treasure yesterday. Remember that the grand prize can be won only by those who have each day solved the hidden word along the trail. Today's clue is (insert a clue fitting your local park situation at this point.).

WATCH FOR THE NEXT CLUE IN THIS INTERESTING GAME TOMORROW.



# AN ALL-ACTION LOBBY



This lobby theme follows closely as possible the design of the 24 sheet. The big block letters shown stretched across the front are made so that they give the impression of the bigness against the background of action. The lettering sketched directly above the box-office and above the head of Blondell, shows the entrance to the park, and it is suggested that many action "shots" be illustrated therein. The chase of the armored car, gunmen fighting, boy and girl walking, and the maniac and lion of the story should be illustrated in some creative manner. Space also has been left under the box-office window for this purpose. The first panel on the right hand side on the front, directly

under the copy, "You'll see", has been arranged in this manner, so that you can enumerate the various things that the public will see in "CENTRAL PARK." Thus you will see:

1. Gangsters that use armored cars.
2. What famous actress was illegally judged the winner of a beauty contest, and etc.
3. What happens when a maniac is loose in the park.
4. What happens when a certain millionaire's car was stopped on a dark outer-drive, the other morning.

The full pilasters are diagramed to show the action stills of the picture.

The chief selling thought in this lobby is that anything can happen in Central Park and everything does, and that there are many interesting things which take place in the picture, which are enumerated on the front.

The color scheme used throughout is green with yellow letters. The shaded part of the huge letters in "CENTRAL PARK" are painted on the board and the light face is covered with a yellow transparency cloth which is illuminated from the rear—working on a flash light.

## SUGGESTIONS FOR UNIQUE LOBBY FRAMES



### Miniature Park Lobby Display

The nature of this picture lends itself to good lobby display. Convert lobby into a miniature park, using caged animals if these are available. As a lion is one of the main figures in "Central Park," one should be procured if possible. A reproduction of your own local park will prove an attention-getter.

### Police Night

The loyalty of policemen to their communities is one of the outstanding elements in "Central Park." Have one night set aside during the run of the picture as "Police Night," in honor of the local police force. Section of the house can be reserved and the block of tickets can be sold to the police department at a discount for resale by them, with the profits going to the Police Relief Fund.

In addition to getting a good plug on the picture, you will gain invaluable good-will for your theatre through this police benefit.

### Special Slide

If you have never used colortone effects, you are missing a great presentation opportunity. It enhances your screen and adds interest to the title and credit display. Order by Number N-501 from NATIONAL STUDIOS, 226 West 56th Street, New York City, at the usual prices.

### At the Right

This is a popular type picture puzzle that newspapers like to run. In it a lion's head has been very cleverly concealed. We suggest you give the mat to your local newspaper using the caption with the picture.

### FIND THE ESCAPED LION IN CENTRAL PARK



Somewhere in this picture there is a lion hiding that escaped from the Central Park Zoo. The same lion also escapes in the First National Picture "Central Park" now playing at the \_\_\_\_\_ theatre. Can you find him?

Cut No. 8 Cut 45c Mat 15c



# POSTERS WITH FLASH!



**24 SHEET**

**DESCRIPTION:** Background is in bright green with title lettered in yellow and billing green. Shadows are done in orange and purple and Joan Blondell is in vivid natural tones.



**ONE SHEET**



**SIX SHEET**



**WINDOW CARD**

## Special Midget Window Card

A special Midget Window Card, 8" x 14", attractively gotten up and printed in two colors, is available. This midget sized card will enable you to get it into the deluxe windows such as high class jewelry stores, expensive fur shops and the like. At your exchange at \$.04 each.



**THREE SHEET**

## SPECIAL BURGEE

The All-Action Hit

**CENTRAL PARK**

with **JOAN BLONDELL**  
**WALLACE FORD**

Colored in brilliant shades. Size 20 x 30 inches and printed on heavy, durable canvas. Complete with eye-lets ready for hanging.

Economically Priced at  
45c EACH

Available only from  
**MORRIS LIBERMAN**

729 Broadway New York

Cash with order or C.O.D.  
NOT AT EXCHANGE

## Sliding Scale Prices of Advertising Accessories

1-SHEETS		
1 to 50	_____	15c each
51 to 100	_____	13c each
Over 100	_____	11c each

3-SHEETS		
1 to 25	_____	40c each
Over 25	_____	36c each

6-SHEETS		
1 to 10	_____	75c each
11 to 20	_____	70c each
Over 20	_____	65c each

24-SHEETS		
Up to 25	_____	\$2.00 each
Over 25	_____	1.75 each

WINDOW CARDS		
1 to 50	_____	7c each
51 to 100	_____	6c each
Over 100	_____	5½c each

MIDGET WINDOW CARDS		
Any quantity	_____	4c each

INSERT CARDS		
1 to 25	_____	25c each
26 to 50	_____	22c each
51 to 100	_____	20c each
Over 100	_____	18c each

HERALDS		
1M to 5M	_____	\$3.00 per M
Over 5M	_____	2.75 per M

PHOTOS		
11 x 14 Photos	_____	75c a set
(8 in set—colored)	_____	
22 x 28 Photos	_____	80c a set
(2 in set—colored)	_____	

Slides	_____	15c each
Stills	_____	10c each
Merchandising Plans	_____	Gratis
Music Cues	_____	Gratis

These prices apply to U. S. only.



**INSERT CARD**



**Scanned from the United Artists collection at the  
Wisconsin Center for Film and Theater Research,  
with support from Matthew and Natalie Bernstein.**



**Wisconsin Center**  
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<http://wcftr.commarts.wisc.edu>

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